

Message Text

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SUBJECT: POLISH AMERICAN CONCERT AGENCY

1. WE MET NOVEMBER 18 WITH MR. ANDRZEJ IKANOWICZ, VICE DIRECTOR, DEPARTMENT OF THEATER, MUSIC AND CONCERTS OF THE MINISTRY OF CULTURE AND ART CONCERNING HIS FORTHCOMING TRIP TO THE U.S. (NOVEMBER 25 THROUGH DECEMBER 10). MR. IKANOWICZ WILL BE ACCOMPANIED BY MR. JERZY MATULEWICZ, DEPUTY DIRECTOR GENERAL OF THE POLISH ARTISTIC AGENCY (0-&-45). MESSRS. IKANOWICZ AND MATULEWICZ TRAVELED TO THE U.S. EARLIER THIS YEAR. THEIR FORTHCOMING TRIP HAS BEEN ARRANGED AS A RESULT OF THE PROGRESS THEY MADE ON THEIR EARLIER VISIT.

2. IKANOWICZ AND MATULEWICZ HAVE RECEIVED AUTHORITY FROM THE GOP TO NEGOTIATE FOR THE OPENING OF A POLISH-AMERICAN CONCERT OR ARTISTIC AGENCY IN NEW YORK CITY IN THE FORM OF A JOINT VENTURE. POSSIBLE AMERICAN PARTNERS IN THIS CORPORATION ARE THE CONTRACTS THEY MADE DURING THEIR EARLIER TRIP INCLUDING: MRS. JULIETTE SHOUSE (WOF TRAP FARM PARK), MR. EDWARD PISZEK (MRS. PAUL'S KITCHEN), BRANNIGAN-RISLER PERFORMING ARTS INTERNATIONAL PRODUCTIONS, THE PACIFIC ARTISTS AGENCY AND THE AMERICAN INSTITUTE FOR POLISH CULTURE IN MIAMI, FLORIDA. THE POLISH SIDE IS PROPOSING PARTICIPATION ON A 50/50 BASIS WITH PAGART AS THE GOP PARTICIPANT.

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3. THE ACTIVITIES OF THE PLANNED AGENCY WOULD INCLUDE HANDLING ARRANGEMENTS FOR POLISH INDIVIDUAL AND PERFORMING ARTIST GROUPS APPEARING IN THE U.S. AND RECRUITING AMERICAN INDIVIDUALS AND GROUPS OF THIS NATURE FOR APPEARANCES IN POLAND. IKANOWICZ SAYS THAT HE HAS BEEN SELECTED TO REPRESENT THE POLISH SIDE IN NEW YORK CITY ONCE THE AGENCY HAS BEEN SET UP. HE SAYS THAT THE AGENCY WILL HELP TO FILL AN INFORMATION GAP THAT EXISTS IN THE U.S. CONCERNING THE VARIETY, EXPERTISE AND AVAILABILITY OF INDIVIDUAL AND PERFORMING ARTIST GROUPS FROM POLAND. HE SAYS THAT, HOPEFULLY, POLISH GROUPS ENJOYING POPULAR AND FINANCIAL SUCCESS IN THE U.S. WILL HELP TO DEFRAY THE EXPENSES OF GROUPS WHICH ARE LESS ATTRACTIVE TO THE AMERICAN PUBLIC BUT WHICH THE GOP WOULD LIKE TO SCHEDULE FOR APPEARANCE IN THE U.S. TO DEMONSTRATE POLISH CULTURAL ACHIEVEMENT.

4. IKANOWICZ SAYS THAT THE GOP HAS BEEN DISSATISFIED FOR SOME TIME WITH THE ARRANGEMENTS BEING MADE FOR POLISH PERFORMING ARTIST GROUPS APPEARING IN THE U.S. HE MENTIONED SPECIFICALLY THAT THE GOP FEELS THAT TOO MUCH PROGRAMMING IS DONE, BY THE IMPRESARIOS THROUGH WHOM THEY CURRENTLY WORK, IN POLONIA CENTERS AND THAT POLISH GROUPS ARE USUALLY SCHEDULED INTO SECOND RATE THEATERS. IKANOWICZ SAID THAT THE GOP WISHES TO PRESENT ITS CULTURAL ACHIEVEMENTS TO A WIDER SPECTRUM OF THE AMERICAN PUBLIC AND THAT IT HAD BECOME APPARENT THAT THE ONLY WAY TO DO THIS WAS TO "COMPLETELY ACCEPT" THE AMERICAN METHOD OF DOING BUSINESS BY SETTING UP AN ARTISTIC AGENCY IN NEW YORK CITY, WITH AMERICAN PARTNERS, WHICH WOULD MORE CLOSELY ADHERE TO THE OBJECTIVES OF THE GOP IN THIS AREA.

5. A POLISH ATTORNEY WILL ACCOMPANY IKANOWICZ AND MATULEWICZ TO THE U.S. TO PROVIDE THE NECESSARY LEGAL ADVICE FROM THE POLISH SIDE FOR THE CHARTERING OF THE PROPOSED CORPORATION IN NEW YORK CITY. IKANOWICZ SAID THAT THE CORPORATION WOULD BE SET UP ALONG LINES ALREADY ESTABLISHED BY SOME EIGHT OTHER POLISH-AMERICAN JOINT VENTURES CURRENTLY OPERATING IN OTHER FIELDS OF ACTIVITY IN THE U.S.

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6. IKANOWICZ SAID THAT AN INITIAL SUM OF \$70,000 HAS BEEN SET ASIDE BY PAGART FOR OFFICE SPACE, HOUSING AND FURNITURE AND EQUIPMENT AND THAT SALARIES AND TRAVEL EXPENSES WILL DEMAND ADDITIONAL FUNDS FROM THE POLISH SIDE.

7. IKANOWICZ EXPRESSED THE APPRECIATION OF THE MINISTRY OF CULTURE AND ART FOR THE SUPPORT AND ADVICE THEY RE-

CEIVED FROM CU/ARTS DIRECTOR CORIDEN DURING THEIR EARLIER
VISIT TO THE U.S. THIS YEAR. IKANOWICZ WILL BE IN
WASHINGTON FROM NOV. 25 THROUGH 29 AND WOULD APPRECIATE
AN APPOINTMENT WITH CORIDEN ON EITHER NOV. 26 OR 28.
PLEASE ADVISE.

COMMENT: THE POLES, INDEED, MAY BE ABLE TO PROVIDE MORE
INFORMATION ABOUT POLISH PERFORMERS THROUGH THE NEW OR-
GANIZATION. THERE ARE A NUMBER OF SERIOUS ORGANIZATIONAL
AND FINANCIAL PROBLEMS, HOWEVER, WHICH WILL HAVE TO BE
SOLVED BEFORE THE AGENCY IS ESTABLISHED, AND IT IS
QUESTIONABLE WHETHER A BOOKING AGENCY FOR POLISH PERFORMERS
IN NEW YORK CITY WILL PROVE TO BE A FINANCIALLY VIABLE
PROPOSITION. GOP OFFICIALS HAVE BEEN TALKING TO US FOR
SOME TIME NOW ABOUT THEIR DESIRE TO HAVE GREATER CULTURAL
IMPACT IN THE U.S. WE ARE SURPRISED AND PLEASED AT THEIR
WILLINGNESS TO DEVOTE HARD CURRENCY TO THIS ACTIVITY AND
RECOMMEND THAT THE DEPARTMENT CONTINUE TO LEND ANY SUPPORT
POSSIBLE TO THIS VENTURE.
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